

# Want to be a Creative Entrepreneur? Check out..



Coming to Ballaghaderreen in mid January 2017, **IGNITE CREATIVE** will see **10 potential creative entrepreneurs** immersed in a new entrepreneurship programme specifically developed for creatives. Thanks to the Ballaghaderreen community, Roscommon Leader Partnership, Local Enterprise Office Roscommon and Momentum, a new cohort of creative entrepreneurs will benefit from:

**A multi-faceted learning experience** to set up a creative business. Ignite combines expert led workshops, mentoring and study visit

**Avail of FREE** collaborative working space for 6 months in Ballaghaderreen – a place where creative and commercial magic can happen



**Avail of a small bursary fund** to help you showcase your new creative business

Creative entrepreneurs work in a wide range of disciplines - from film to fashion, games to software, music to media, advertising to architecture and craft. If you are interested in setting up a business in one of these fields – apply today!

APPLY ONLINE BEFORE January 4<sup>th</sup> 2017  
<https://www.surveymonkey.com/r/IGNITEcreative>



Oifig Fiontair Áitiúil  
Local Enterprise Office

## DETAILED PROGRAMME SCHEDULE & KEY DATES

All training takes place in the Ignite Creative Pod, Ballaghaderreen  
(unless otherwise stated)

### 1 Creating possibilities: Why a creative career?

**Date - Monday 16/01/17 (am)**

- Is a creative career for you? Realising your talents and making your creativity pay.
- Spotlight on creative, self- employed mind sets
- Difference between a creative brain vs a business brain
- Emerging trends in creative entrepreneurship
- Making your creativity pay
- Developing your creative business
- Creative Entrepreneur success factors

### 2 Different Business Models and Emerging Trends

**Date - Monday 16/01/17 (pm)**

- Exploring the Freelancer Economy
- Time to embrace a Slash Career. What this means for you today?
- New platforms for pairing talent
- Looking at models of best practice
- Specialist Design & Creativity summits essential for learning & Networking
- **Guest speaker – wellbeing, fear of failure and balance in your new creative business**

### 3 Your Creative Business Strategy: Getting Started

**Date Tuesday 17/01/17**

- The nuts and bolts of running a creative business
- Definitions of a business – working out where you fit
- Business structures – which one is for you, investing in mattering- the essentials of good business practice
- Business planning – How does this work?
- Intellectual Property - protecting your work
- Making the most of business mentoring
- **Guest speaker – local creative entrepreneur**

### 4 Marketing for Creative Entrepreneurs

**Date Monday 30/01/17**

- Marketing at the heart of your business approach
- How to build a brand with impact on a shoestring
- Your online presence
- Effective promotion tools – on and off line and social media marketing

### 5 Accessing Resources – Financing and supports available

**Date Tuesday 31/01/17**

- Demystify funding opportunities /Connect you to the right opportunities
- Loans & grants available to creatives
- Creative sector specific funding
- Heard about crowdfunding? Crowd funding platforms
- The Application process - Increase your chances of success
- **Guest speakers – Meet your local funders (LEO Roscommon, Roscommon LEADER Partnership), Department of Social Protection**

## 6. Co-working: How do we work? Creative Clusters/ Creative Hubs

**Date** Monday 6/02/17

- Co working is a great way to work. What does this mean for you?
- Why do we work. Who do we work for? Exploring the advantages of co working.
- Learning from Creative Hubs - models of best practice from Ireland, UK, Poland & Sweden
- Creative Clustering: Case Studies - Creative Clusters Global/Local
- Makerspaces/Hackerspaces/ Future Trends - opportunities for you

## 7. Creative Collaborations, Communities & Connection – Why collaborate and how?

**Date** Monday 6/02/17

- Connection between community & belonging from a creative perspective
- How we think of creative collaboration today. Reference to the past.
- New methodologies for creative collaborations & success tools.
- Collaboration and Connection. What does this mean for you?
- CASE STUDIES of creative collectives
- Collaboration and sharing through use of technology

## Mentoring

February	Business mentoring	Hosted by Local Enterprise Office, Roscommon
February	Creative mentoring (2 hours per participant)	Hosted by RLP/Momentum

## Study Visit

April	GMIT/GTI Study Visit	Hosted by RLP
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## Summary Timeline

MONTH	DATE and Time	ACTIVITY	DELIVERED BY
January	04/01/2017	Closing date for applications	N/A
January	By 09/01/2017	Selection of 10 IGNITE entrepreneurs	RLP and Momentum
January	13/01/2017	10 IGNITE entrepreneurs welcomed to the POD	RLP
January – February		Ignite Training in the POD, Ballaghaderreen.	Orla Casey and Anna Marie O'Rourke, Momentum and guest speaker Teresa O'Brien
	16/01/2017	Delivery of: Module 1 – Creating Possibilities: Why a Creative Career?	
	16/01/2017	Module 2 – Different Business Models and Emerging Trends	

January	30/01/2017	Ignite Training in the POD, Ballaghaderreen.  Module 3 – Your Creative Business Strategy	Orla Casey and Anna Marie O'Rourke, Momentum with Creative Entrepreneur Guest Speaker
January	30/01/2017	Ignite Training in the POD, Ballaghaderreen.  Delivery of: Module 4 – Marketing for Creative Entrepreneurs	Orla Casey, Momentum
January	31/01/2017	Ignite Training in the POD, Ballaghaderreen.  Delivery of: Module 5 – Accessing Resources: Funding and Support With input from local development agencies: LEADER, Department of Social Protection, Local Enterprise Office	Orla Casey, Momentum  Key Development Agencies
February	06/02/2017	Ignite Training in the POD, Ballaghaderreen.  Delivery of: Module 6 – Co-working, Creative Clusters and Creative Hubs  Module 7 – Creative Collaborations, Communities and Connections	Orla Casey and Anna Marie O'Rourke, Momentum
February	Ongoing	One to one business mentoring  One to one creative mentoring	Roscommon Local Enterprise Office  Momentum
March	09/03/16	IGNITE Participants – Showcase of their work/businesses in Ballaghaderreen	IGNITE Participants with support and bursary budget from RLP
April	TBC	Workshops from GMIT, SCCUL	RLP
May	TBC	GMIT/GTI Study Visit	RLP
July	TBC	CCIC International Showcase	RLP